

State of New Hampshire  
Department of Safety  
Division of Motor Vehicles

Request for Proposal

Provide pricing for 30 second and 60 second advertising packages including the following:

Run times between 6am-9pm 7 days per week

No overnight time periods required

All radio ads will be provided by the DMV.

All ads to be evenly distributed between mid July – September 15, 2014

Please provide price break levels, sponsorship opportunities and any no charge commercials that would be included. Also include any additional promotional or advertising opportunities that are available.

Please provide the following information:

- List all radio stations covered by your company and locations of each
- # of listeners
- Provide target audience of each station
- Demographics (list all counties covered) of each station
- Please list what % of the ads will be played on each station

The agreement shall be completed on the standard State of NH P-37 form.

Any agreement shall be subject to approval by the Governor & Executive Council, prior to commencement.

The State of NH, Department of Safety, Division of Motor Vehicles reserves the right cancel this request for proposal and/or reject all proposals submitted.

Please submit all proposals by June 17, 2014 to:

Division of Motor Vehicles  
Att: Susan Glover  
23 Hazen Drive  
Concord, NH 03305